

# Do You Remember?

When you thought that automobiles were only for the fortunate few? Only a few short years ago that was—but today a car is recognized as a necessity in every family.

Do you realize that the same thing is transpiring in

## GENERAL ELECTRIC REFRIGERATION

Today the electric refrigerator is recognized, not only as a household convenience but as an economic necessity, saving its cost many times over in the preservation of foods.

and our

### DEFERRED PAYMENT PLAN

places the GENERAL ELECTRIC within your easy reach. Come in and ask about it today—or phone and our representative will call.

### W. G. McWHINNIE, Dealer

59 Pier Ave., Hermosa Beach, Calif.  
Phone Redondo 83

# 24% Over The Quota With Atwater Kent

When ATWATER KENT announced its ONE MILLION SET PROGRAM, this year, each dealer, of course, was apportioned his "quota."

DE BRA'S quota in Torrance seemed an almost impossible goal to shoot at. HOWEVER, the Popularity and Fine Performance of these little Atwater Kent sets have made it an easy matter to sell 24 PER CENT OVER OUR QUOTA.

Isn't that a remarkable tribute? And we wish to thank our customers for their part in enabling us to sell so many sets; and we wish to assure them of the VERY BEST SERVICE, should it be necessary (which it seldom is) to ask for service on ATWATER KENT SETS.



Model 40, All Electric \$123 Complete Installed

THIS IS THE WONDERFUL LITTLE ATWATER KENT SET THAT IS SELLING SO RAPIDLY

# \$123

Complete Installed

For this price you get the 7-Tube Set, 7 Tubes, Loud Speaker, Aerial, and EVERYTHING COMPLETE INSTALLED. No extras!

The gigantic production by the Atwater Kent factory enables us to make prompt deliveries in spite of the fact that we have so far exceeded our quota.

## DeBra Radio Co.

"Every Customer a Friend"

Post Ave. and Cravens TORRANCE Phone 370-W

## STONE & MYERS

LICENSED EMBALMERS AMBULANCE SERVICE LOMITA TORRANCE Phone 198 1204 Narbonne Phone 247

## VOGUE WOMEN'S FASHIONS

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VOGUE 9531 VOGUE 9542 VOGUE 9504

### CLARIBEL NOTICES ENSEMBLES

Dearest Eve:—

How kind the new mode is to the lady with more taste than money! The other day, my cousin Helen showed me two dresses and a coat that she'd had a little dressmaker do for her, and I was amazed at their smartness.

The tweed coat shown at the right in the sketch was the foundation of the whole scheme—one of the new, soft tweeds, in beige and brown with a green thread in the weave—you know the sort, for you have one yourself with a similar thread in red. Helen, you know, is a rather delicate blonde, so the green—which is quite almost—was

more becoming.

Under it, she has planned two dresses, a beige wool crepe that I've sketched at the left, and an almond-green crepe de Chine shown in the center. The wool crepe has the new shirt bosom, horizontal pin-tucks and inverted pleats in the skirt. When she wears it, she puts on a plain beige felt sports hat and brown walking shoes with solid leather heels and carries a brown leather bag. So she's correct for the country or for morning shopping in town.

The green crepe dress is, of course, more formal with its Vionnet feeling in cut, its circular skirt and scarf. Under her brown fur

coat, later on in the season, she plans to wear it with the brown hat, brown suede shoes and the soft suede bag that you see in the center sketch. For first cool days, she has a green hat, and she folds the scarf around her throat, letting it fall outside as you see it in the last sketch. Don't you agree with me that the whole scheme is clever—and so delightfully economical? I think Jack ought to be terribly thankful to have found a wife who can look smarter on his small salary than the wife of the president of the company manages to do on millions.

Yours as ever,

Claribel.



VOGUE 9500 THE MOST USEFUL OF ALL

Every woman has a pet type of frock, and this is Belinda's. She always orders a little dinner-dress at the beginning of each season, and how often she finds it just the thing to wear—neither too informal, nor too formal, but precisely right!

This year, Belinda's dinner-dress is to be of satin and in a dark color, since dark tones are so smart. Black, dark blue or dark red would be good. The skirt has circular fullness and the necessary irregular line. The bodice has a bolero feeling, and the two soft bows are there to express femininity and grace.

Mrs. Mary F. Fear of Cota avenue, left Friday for San Bernardino where she will visit with her daughter, Mrs. F. A. Zeller.



VOGUE EVE LOOKS AT HATS

Dear Claribel:—

Of all the new things in Paris, hats are the newest. They're almost all "off-the-face-and-hug-the-ears" hats and they simply must be worn back a trifle, and not down over the eyebrows as we used to wear them.

Maria Guy made the top one in the sketch—of soft taupe felt, with an oval sweep and the popular side wings that are so kind to one's ear-rings. I saw it in black at the Ritz, worn with a Vionnet dress in black crepe with one of those indescribably tied Vionnet necklines.

The hat shown in the center came from Suzanne Talbot and has what they call "the new fantail movement," made by gathering all the fullness of a rather wide brim at the back. It was in black felt too, and looked awfully smart.

Another Talbot hat—this time one of those new evening turbans—is sketched at the bottom. She calls it, "L'Imperatrice" and makes it in two shades of artificial velvet. The one I saw was in apricot and caramel, worn with a mink coat.

Yours as ever,

Eve.

### TORRANCE NOTES

Mrs. Rufus Page and baby son returned home from the Torrance hospital Sunday.

Charles Vondarke and Ian Woodburn spent the weekend on a hunting trip to Imperial Valley.



VOGUE 9396 FOR TAFFETA AND CHIFFON

"Stan" has a short-skirted taffeta frock in peach color that she wants to remodel. She thinks of combining it with tulle and asks me to make a sketch for her.

Instead of tulle, I'm suggesting chiffon, matching the taffeta and used as an over-skirt with the new soft, irregular hem-line and the becoming bertha that looks so young. Such remodeling will be very easy, even for an amateur.

By the way, "Stan," if you'd only thought to enclose a stamped self-addressed envelope, you'd have had your information much sooner. An anonymous question must, of necessity, wait its turn in the paper.

Joe Prata, who has been spending some months in Newberry, California, dropped into Torrance last week to visit among former friends and Legion buddies.

Mrs. Hattie Tansey of Oakland is making an extended visit at the homes of her two sons, Mr. and Mrs. Ed Tansey and Mr. and Mrs. Charles Tansey.

Mr. and Mrs. Clyde Sanderson of Long Beach were Torrance visitors Saturday.

# BUILD AND LIVE IN TORRANCE

## A Modern House Along English Lines



By R. C. Hunter & Bro., Architects, New York. When one is in search of an attractive house, and is limited as to size and expenditure, it is often hard to find something that is really satisfactory. Here is a house that is at once, attractive yet not large, and the cost of building it is modest.

The exterior is finished with light colored stucco over hollow tile, the roof is shingles stained dark. One enters the house through

the porch into a small reception hall. A generous living room, cheerful dining room and well equipped kitchen complete the first floor, together with an attractive living porch. There is a large open fire-place in one end of the living room and opposite a group of five windows, which permit a very attractive draping. Under this unusual group of windows there is a single long window box, which filled with geraniums and hanging vines would add much to the fresh clean atmosphere of the interior.

The arched driveway entrance and gates are unusual and add much to the general effect. The second floor has three ample bedrooms, a tiled bath and enough closets to provide a place for everything. Each of

### WHITE WASH BRICK

Home builders who prefer Spanish or Mediterranean types but who insist of employing common brick or other permanent materials in their construction, will be interested in a bulletin on whitewashing which has just been issued by the Bureau of Standard of the U. S. Department of Commerce. This new bulletin gives a model formula for making whitewash for brick or other masonry walls.

The standard formula calls for a shovel of lime putty, a bucket of water, a cup of salt and three cups of White Medusa, Atlas or Bear Brand natural cement. Walls coated with this mixture will remain white for years without repainting. A number of paint manufacturers also have brought out special paints for brick work.

HERALD PHONE 444

PHONE 38

**Torrance Brick Company**

Tapestry Shirvan Face Select Common Common

Manufacturers of Wire Cut Brick

Plaza Del Amo and Border Avenue

"Everlasting Materials"

the bed rooms is properly lighted and all have cross ventilation. In the cellar one finds the laundry, heater storage spaces, etc.

This house should have a lot with a frontage of not less than 50 feet.

Cost about \$7800. Complete working plans and specifications for this house may be obtained for a nominal sum from the Building Editor. Refer to House H-A-176.

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## COMPLETE HOUSE FIXTURES

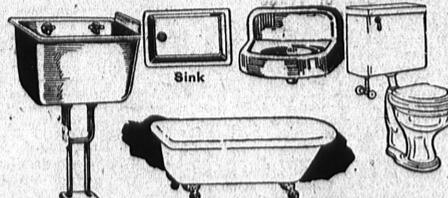
Fully Guaranteed SPECIAL

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Consists of 6 Pieces:

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3. Kitchen Sink
4. Bath Tub
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The Complete Set—for \$98



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